

Conservation District Fundraising

A Spark For
Initiative and Innovation



Colorado State Conservation Board
2006



But I didn't get on the Board to ask people for money.....



Board members volunteer for conservation district boards because they want to be an influence for good land stewardship. Part of being influential means gathering resources, including money, to enable the visions of good stewardship to become reality. Although some District activity does not require high funding levels, it is difficult to remain viable, and certainly to grow, without committed fundraising activity.

Some boards have strong fundraising capacity and enthusiasm but not all board members will have a strong talent or desire to be fundraisers. If you are fortunate – or if you recruit with this in mind – your board will include some people who enjoy and are talented at fundraising. But whatever your circumstance, if a board does not recognize their responsibility for fundraising, the District will not be as effective as it could be and may even collapse completely. As a board you have taken on a collective responsibility for the vitality of the District. Provision of adequate funding is a fundamental cornerstone of District success and survival.

This booklet is intended to provide guidance for boards in devising a strong fundraising strategy and provide ideas and resources for pursuing fundraising objectives.

Some Fundraising Thoughts

- *Fundraising is not about asking for money – it's about turning your visions and values into action.*
- *Fundraising is not about waiting for need – it is about planning, monitoring and acting for a secure and effective future.*
- *Fundraising is not something the District does – it's part of everything the District does.*

***** IMPORTANT FOR SUCCESSFUL FUNDRAISERS!!!! *****

The Colorado Taxpayers Bill Of Rights (TABOR) automatically places revenue-retaining restrictions on state bodies – including conservation districts. This means that if districts increase their income in a given year by more than a certain amount, they will have to return that money to the taxpayers through the state government tax refunds.

TABOR restrictions are a 5.5% limit on property tax revenue and local growth rate +inflation for other income.

Particularly if a district is planning a fundraising strategy that may suddenly and dramatically increase its income – such as a mill levy or large grant – it will need to de-TABOR in order to be able to retain that income. This maybe true even for pass-through monies.

De-TABORing requires an election – 53 Colorado districts are currently (2005) de-tabored.

TABOR restrictions should not discourage you from taking positive measures to ensure the financial stability of your district!

Further Resources

- Districts who have De-Tabored
- Colorado State Conservation Board Tel: 303 239 4112
- Department of Local Affairs: your local office or main offices: Budgeting Tel:303 866 2354: Special District Elections: 303 866 2184

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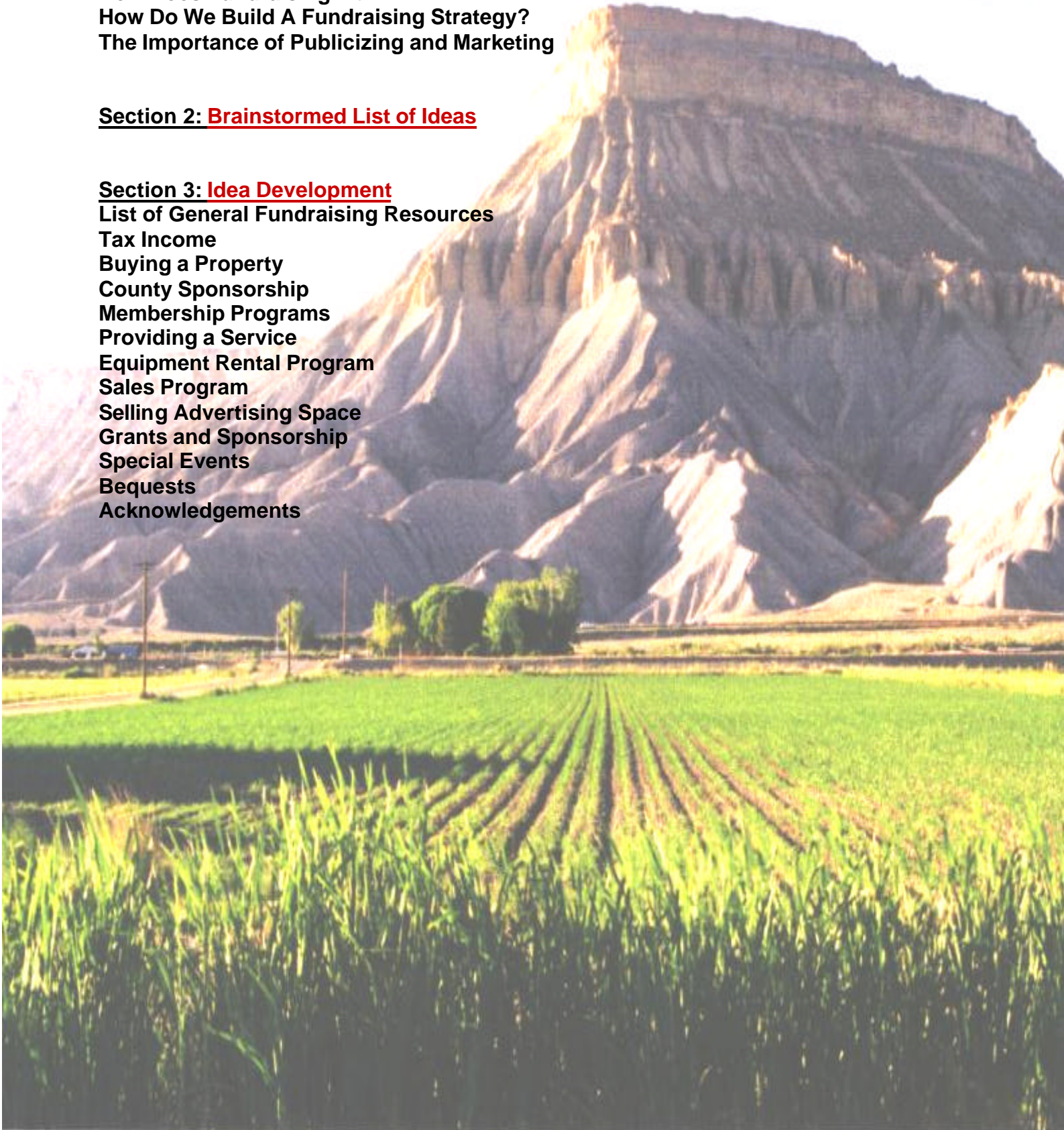
Selling Advertising Space

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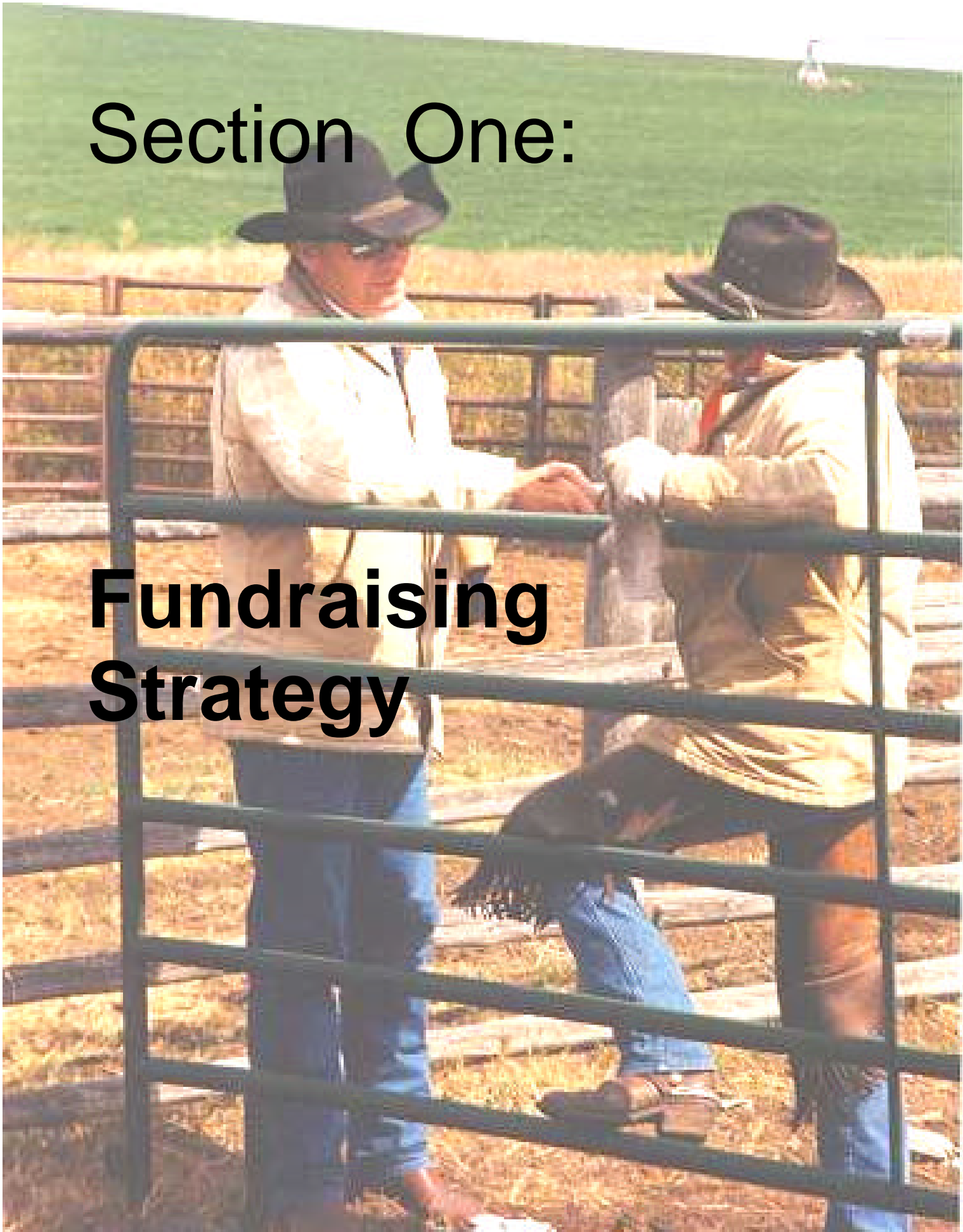
Bequests

Acknowledgements



Section One:

**Fundraising
Strategy**



How Does Fundraising Fit In?

Fundraising is really part of your District long-term plan – how else will you achieve your goals and objectives if not without funds or the resources bought by someone else's funds? Securing and finding the right fundraising tool is part of the process of meeting District goals – not an activity in isolation. It is also a function of the District Board both for incumbent and future board membership effectiveness.

Effective fundraising strategies are :

- **Priority** – board leadership is engaged with the importance of fundraising strategy for the success of the District
- **Purposeful** – fundraising requirement is identified for each District need and goal
- **Ongoing** – routinely being enacted short-term and planned for long-term
- **Integral** – a consideration of fund-making potential is part of every activity the District does
- **Multidimensional** – not just one source that leaves the District incapacitated if it is lost
- **Monitored** - Keeps track of donors, interest shown in District activities, and the success of otherwise of fundraising efforts

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Where do we start :

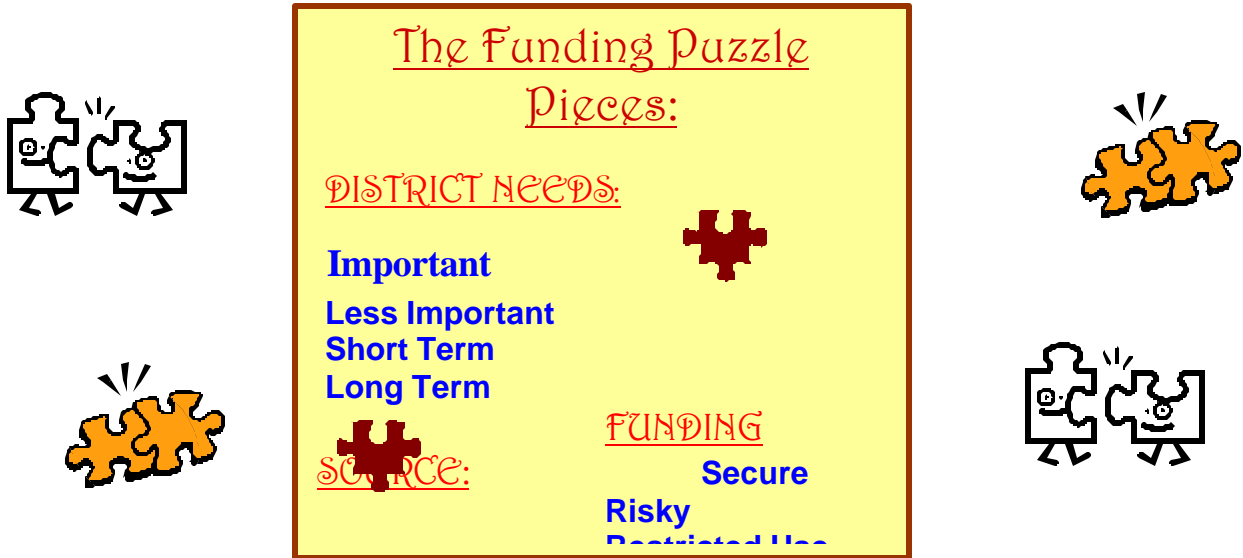
1. **Recognize** the importance of fundraising strategy and commit to addressing it
2. **Identify** what funds and resources you need to address the District's short and long term goals (your district action plans are an ideal opportunity)
3. **Be open** to ideas and change – just because the District has “never done” something it doesn't mean they can't .
4. **Research** and compare several fundraising avenues that could address your needs.
5. **Develop** a plan based on the most attractive options. Identify who, what and when to implement the plan.
6. **Commit** to action AND to ongoing long-term building and sustaining of your fundraising efforts.
7. **Make** identifying fundraising needs, initiating action and monitoring a part of your monthly meeting agenda.

Finance Committees

One way to develop and implement your fundraising strategy is to appoint a fundraising committee. You do not have to limit yourself to District Board and staff– what about local community members who may have expertise in fundraising, marketing or accounting? What about pooling with other Districts?

MONEY IS MONEY – RIGHT?: WELLYES AND NO

There is no doubt that, particularly in times of dire financial need, all fund sources look like the same color green. However, in developing a long-term funding strategy a more considered portfolio of funding sources creates a stronger financial base.



Although it isn't easy, or always possible, to create and maintain the perfect financial picture, Boards can strive to build the most robust financial foundation they can for their district by keeping a balance in mind. Three key things to consider are:

- *How critical is the activity to district survival/success?*
- *What is the time period over which the funds are needed?*
- *What kinds of funding sources can/best meet the funding need?*

Where the need and funding source puzzle pieces don't fit the district may be constantly spending energy trying to force a fit and still end up with an unsatisfactory result.

Attempting to build security where it is most critical and being mindful of where unrestricted (broad use) funding is needed are particularly important. For example, grants tend to be an insecure, restricted source of funding and therefore inherently poorly suited to substantially funding district manager positions. But they are great for specific one-time projects.

Example: District Manager

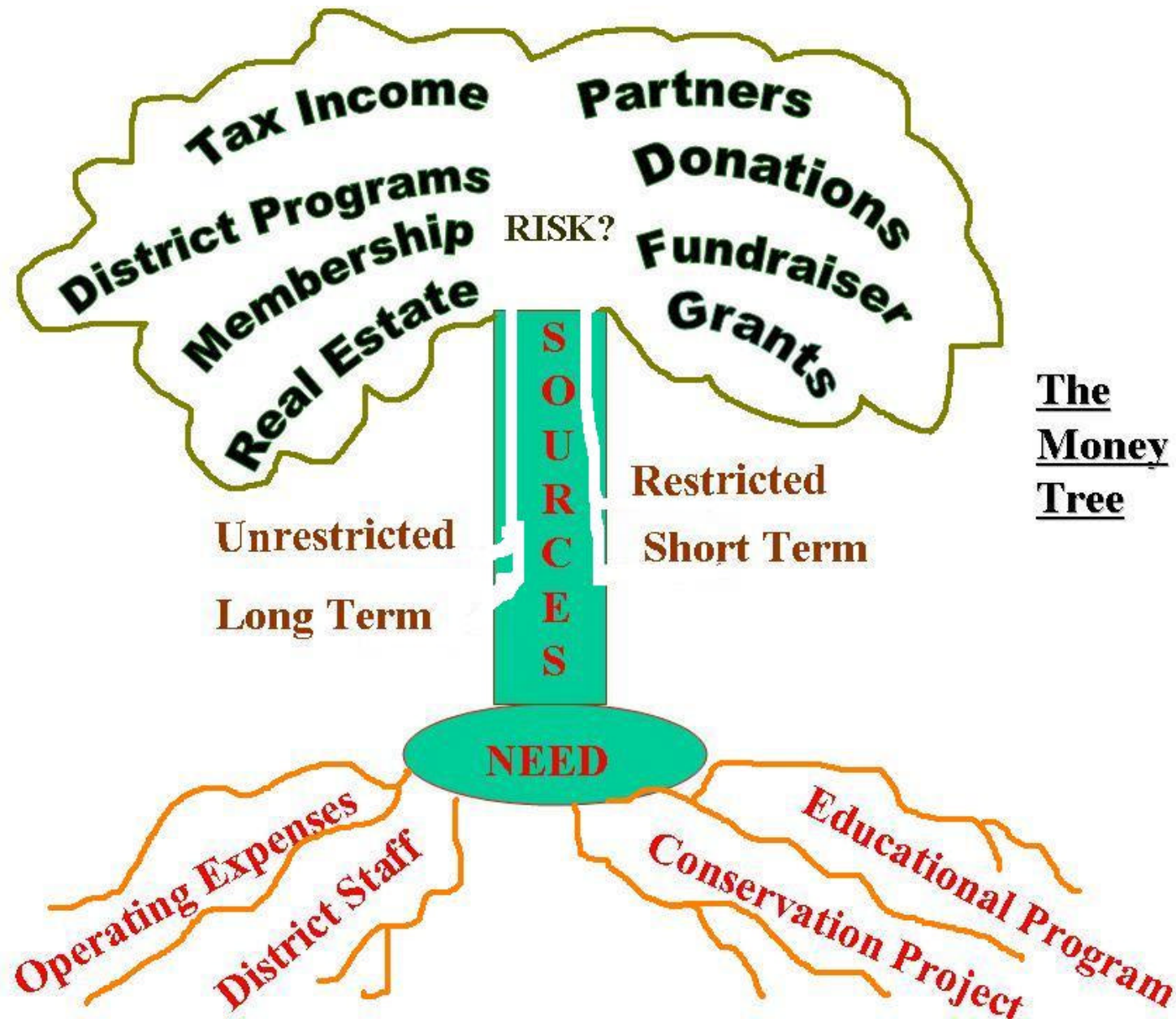
- High Importance/Long Term/Many non-specific functions
- Need secure, long-term funding that is mostly non-restricted use

50% County Funds
10 % State Funds
10% District Tree Sales Program
10% District Seed Sales Program
10% District Membership Program
10% District Grants Administration

Example: Alternative Crops Demo

- Medium Importance/Short Term/Highly Specific
- Need short term funding that could be highly specific

30% Grant from X
30% Grant from Y
30% Partnership donation by Z
10% Local Business sponsorship



How Do We Build A Fundraising Strategy?

Where Are You Now? – ask yourself if you already have the basics or not

- We know/don't know what our funding needs are now and for the future.
- Our community and sponsors know/don't know who we are and what we do.
- Our board and staff have/don't have a strong sense of district identity and purpose.
- We have/don't have publicity material developed and regularly promote ourselves.
- Our board members do/do not embrace their responsibility as fundraisers and discuss fundraising regularly.



These basics are the foundation on which to build a sustainable fundraising strategy – they need to be addressed first and continually strengthened.

Then What?

- **Continually** assess and build on the basics above
- **Create** a mechanism for keeping fundraising in focus – put it on the district meeting agenda every month, assess fundraising potential in everything the district does or plans to do, provide board/staff training in fundraising, develop a written fundraising plan to follow and implement, create a fundraising sub committee, recruit board members with an interest in fundraising, have district manager duties include specific fundraising elements (such as regular fund searches and maintenance of files of potential fund sources), include in district minutes who is going to do what by when and hold them accountable.
- **I dentify** the amount and type of funding required for each need and brainstorm all possible options for acquiring them, Preliminarily assess each source objectively as to feasibility, risk etc and decide on which to investigate further.
- **Recognize** the risks, limitations and security of each funding source and build a multi-source funding program that is resilient to change
- **Recognize** district priorities and build in as much security as possible for the most important functions – evaluate short and long term needs for these priorities
- **Plan** fundraising action methodically – a mil levy may be a great idea to add security to funding but the mil levy election will probably fail if your community does not know who you are and value what you do. Raising awareness may be a necessary first step over one or two years.



How and Why Do We Maintain a Strategy?

A fundraising strategy will overcome the tendency to be reactive to financial needs. It will build district strength and resilience, and help anticipate and buffer the effects of change.

- **Dedicate formal time** to developing a detailed roadmap financial plan that provides for the needs of the district – this can be part of your district long and short range planning processes. Revisit and monitor the plan regularly –perhaps quarterly.
- **At every monthly meeting** put fundraising on the agenda and ask questions such as:
Have short or long term funding needs changed? Has anyone come across a potential new fund source? Did a specific request/effort work and why/why not? Are partner relationships being maintained? What publicity opportunities are coming up? Has previously agreed upon action been carried out and who is going to be responsible to do what next, by when?

The Importance of Publicizing and Marketing Your District

The regular publicizing and marketing, of your District is an important indirect part of a fundraising strategy. On different levels, although not bringing you funds directly, an ongoing and marketing effort will increase your chances of getting funding.



How Can Publicity and Marketing Raise Funds?

- **P**eople only support what they care about - they only care about something they know about.
- **P**eople like to support efforts that they see generated by a successful source.
- **F**amiliarity (even just in name) increases the chances that people will donate to you – that is why you see the same advertisements over and over again!
- **Y**ou don't know who is out there who might identify *you* as a potential partner for their projects that the district would benefit from being a part of.



Publicity

Ongoing exposure to District activities and mission increases familiarity and provides potential supporters with reasons to be interested in the District. It smoothes the way for fundraising potential. If the first time someone hears of you it is “give us some money” they are less likely to do so if that is the first they have ever heard of you -even if you offer strong reasons to support you.

Don't wait for a big extravaganza – find ways every month to get the word out about your District. Even just knowing your name will increase the comfort level for a potential donator. And it may take 10 exposures for them to even remember your name!



Marketing

If publicity is “getting the word out” “marketing” is what the word is.

Staff and Board should know what your District mission is so that you can consistently and clearly give out that message.

Develop interesting stories that show what the District does – use them when approaching sponsors to “prove” what you do.

If you are targeting material to a potential partner/donor ask “what are their goals and what is in it for them” – make sure you align your message in this light.

Consider developing an “information packet” that you can give out to the media or others that briefly describes who the District is, what their goals are and what they have already achieved.



Basic Publicity Ideas



This subject is too vast to be covered in this fundraising booklet – but here are a few practical ideas. You could make it a goal to implement these ideas and then move on to exploring other publicity opportunities.

What Makes a Good Publicity Opportunity?

Sometimes it is easy to identify an activity that would make a good publicity opportunity – but remember that **frequency of exposure is critical to increasing district visibility**. There are often many less dramatic opportunities for a brief publicity story that will maintain district visibility:

- [Don't wait until something has happened](#) – you can get stories out of future plans/ideas, the process of implementation, the final outcome/whole story.
- [Build a story around a regular event](#) – e.g. tree sales, seed program, teachers workshop sponsorship.
- [Publicize district through participation in other peoples events](#) – e.g. “XYZ district helped DOW put on a wildlife seminar. XYZ district has participated in many wildlife activities over the years including A,B,C. The DOW seminar needed a duck, and XYZ was able to provide one”
- [Build a story around a special designated day](#) – Earth Day, Potato Day etc . For ideas go to www.butlerwebs.com/holidays and select a month – also contains links to [organization sponsoring the day](#).
- [Build a story around routine achievements](#) –e.g. a landowner project or problem solved, trends from weather stations, an interesting or controversial board meeting.
- [Anything new](#) – new person, new piece of equipment, new service.

Don't forget that districts and NRCS have a close partnership.

You can use NRCS “happenings” to bring attention to the district

Where Can We Publicize?

- Local papers or radio
- Newsletters: District, CACD, NACD, NRCS, organizational and trade (written and electronic)
- Flyers/posters in public places (also plan to up-date or take down)
- Display exhibit – for meetings, events, public places (rotate through local businesses, libraries, etc)
- District or partners web sites – also consider asking partners to include a link to your well-constructed web site on their web site (and offer the same service to them!)



As with fundraising, a regular publicity strategy is the key to keeping efforts alive and ensuring that district strength is gradually built over time by increased and regular visibility. Publicity is providing cultivation to ensure a harvest of community and partner support.



EXAMPLE PRESS RELEASE

XYZ CONSERVATION DISTRICT
1, Main Street, Thistown, CO 112233

Tel: 123 456 7899 Fax: 123 456 7888 Email: xyz@ddd.org

letterhead paper for recognition

For Immediate Release:

Contact Jane Smith, District Manager
Tel: 123 456 7899

contact with information to answer questions

Release Date June 26th 2004

date of release

Conservation District Hosts Water Workshop

suggested headline

Next Wednesday (June 29th) is Water Wednesday – when people all over Colorado will be raising awareness about water issues. The XYZ Conservation District will be hosting an event to explain how drip irrigation can help save water on farms and in gardens. Catchy lead and who/what is happening

The event will be held on Wednesday June 29th from 2pm to 4pm at Thistown church hall.

where – date, time, place

The event will include demonstrations of equipment and information on how to assess whether drip irrigation would work for you practically and financially. Natural resource conservationist Sally Fields and master gardener Jim Trowel will lead the sessions and be on hand to answer your questions.

a few points that explain benefits/interest

Please call Jane at 123 456 7899 by Monday June 27th for more details. contact person within body of release

The XYZ Conservation District “promotes local involvement and provides education and support for wise use of natural resources in our community”. Activities include workshops, schools education programs, grants and the Plant A Tree Initiative (PATI). For more information call Jane at 123 456 7899

purpose, main activities, contact information for the district

###

signifies end

Do not be tempted to make a press release longer than 3 – 6 paragraphs.

Ensure someone is available to answer questions about the release.

Reporters/editors may choose to make a story themselves from a press release idea how and when it fits with their needs – sometimes months after they receive the release.

If you are particularly keen to promote the story, or are developing a media relationship, check up if your press release has been received and if further information is required.

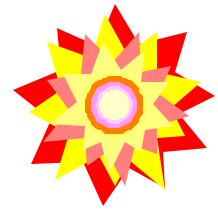
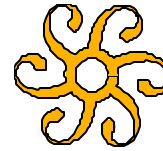
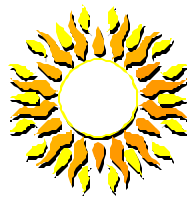
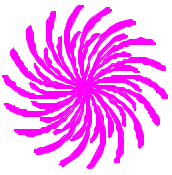
If you repeatedly get no response from your press releases, try to find out what would make them more attractive to the editor.

Don't overload the media with irrelevant press releases but ensure you keep them informed with press releases of newsworthy events or stories – by gaining recognition you may eventually prompt real interest.



Section Two:

**Brainstormed List
Of Ideas**



Brainstormed List of Fundraising Ideas

What follows is a no-holds-barred list of fundraising ideas to help you brainstorm possibilities that might be available to your district. They are ideas collected from conservation districts and non-profits nationwide. More complete resources for developing many of the ideas follow in the next section.

Visualize the different kinds of funds you need. A one-time event could be financed by a single or few initiatives, while salaries require regular income. Some needs can be met by donations of materials or expertise, others need hard cash. Visualize who might provide the funds. Some sources, such as foundation grants, may have very specific purposes for which they make donations. Others such as local businesses may just require publicity to the community about their support of the District.

Try to be open and prepared to expand your thoughts and beliefs about fundraising possibilities. For example, many people believe people on low income will not donate to organizations – whereas research by non-profit organizations consistently does not show this to be necessarily true. Test your assumptions – positive and negative - by finding out more information about potential fundraising solutions.

Some funding solutions may require a creative process rather than straight-line thinking. For example, hiring a technician may allow the District to offer services and programs which pay the salary and eventually make profits for the District. In this scenario, perhaps an unpaid business school intern or District staff or volunteers could initiate the programs, or perhaps a grant could do the same, or a District and sub-contractor together could develop a service program.

Glance over this list

- Does anything jump out at you as particularly possible or desirable?
- What are your initial pros and cons?
- Contact further resources to find out the realities



What About Fundraising by Reducing Costs to Free Up Cash?

- Obtain sponsorships for current activities – newsletter, teachers workshop participant, poster competition,
- Business donations – rental program equipment, supplies
- Share resources with other districts – advertising costs, rental equipment, booth space at events, publications, buying power for goods/services
- Sell your products/services through other organizations – regularly or at a special event
- Apply for govt sub-division status at post office for reduced mailing costs (NACD Service Center can help with this)
- Take on building management duties to reduce costs
- Employ interns, work experience youth or use volunteers to get routine work done, investigate district ideas or launch/help with projects



Longer Term Sources



Building /Land Ownership

- Office or storage rental space
- Space for events
- Eventual asset for borrowing
- Educational facility



Equipment Rental

- grass drill
- tree planter
- rodent control
- specialist weed control
- flumes for water flow measurement



Taxes

- mill levy
- county sales tax
- tax on land sales



Check-offs

- tax forms
- land sales
- food sales



Contractual agreements (services)

- with counties
- with cities
- with homeowners associations

- with businesses
- with individuals

For:

- weed control
- mosquito control
- West Nile surveillance (Northumberland County Conservation District, PA)
- dust suppression on dirt roads
- biosolids management
- surveys or studies
- brush eradication
- certification of irrigation water depletion for income taxes
- percolation testing
- pond management
- recycling/collection programs (cell phones, printer cartridges, cans, bottles, appliances)
- seeding road banks
- soil testing
- GIS mapping
- sponsorship of professional series of conservation speakers circuit
- subdivision plan reviews
- forestry management services
- urban outdoor water usage evaluation (Broward Soil and Water Conservation District, FL)
- NPS pollution prevention on dirt and gravel roads (Pennsylvania State Assn. of CDs: Bradford County Conservation District , PA)
- tree planting
- terrace building (Agate CD)
- used equipment auctions
- water quality testing
- water withdrawal/irrigation measurements
- wildlife services



County Operating Sponsorship – via county commissioners



RC& D – liaison to inform of your needs and identify funding opportunities



Sell products –office, mail order, on line (Plymouth CD, Mass)

- trees and shrubs
- bulbs
- grass Seed
- native plants/seed
- packaged complete products – wildlife, windbreaks, local planting groups
- mulch supplies

- drip irrigation supplies, pipe for drop structures
- moisture meters/rain gauge
- mosquito larvicide and mosquito control pond fish
- aerial maps or other local photography
- bird seed
- local scenery calendar
- dry hydrant supplies (local fire protection which reduces insurance)
- firewood (from land management agreements)
- farm fish
- clothing – hats, t-shirts, belt-buckles
- literature of conservation or local interest (by District or others)
- nesting boxes, bird feeders, bat boxes
- soil surveys published by District
- informational/self assessment CDs published by District
- stakes and flags
- seasonal items
- bumper stickers and cooperator signs
- weed Barrier
- tree Supplies – stakes, fertilizer, tree guards
- polyacrylme membrane (PAM)
- moisture polymers
- local agricultural or conservation products outlet
- deer Repellant
- unwanted hunting licenses/tags donated by landowners



Sell advertising space

- newsletters
- events
- property
- affiliate web sales



Membership Program

- individuals (landowners)
- corporate/business
- educators
- politicians
- set or voluntary amount



Donation Program

- ask for donations rather than memberships
- change jar at door of events/ businesses/ partners
- “Pass The Hat” – at district or partner events
- “Second Collection Sunday” at churches (pass collection twice)
- local businesses donate % of sales (or a particular item sales) on particular day/week etc (Earth Day?)
- Adopt- A- ? : if you give \$x you will buy X for the district
- Donation of unwanted hunting licenses for sale by district

- matching pledges program
- supermarket card donation program (Coalition for Upper South Platte (CUSP) does this with King Soopers/City Market)



Shorter Term Sources

Grants may be renewable or longer term and events may become “regulars” that generate income every year.



Sponsorship/Grants

- businesses (agricultural, environmental, food, local)
- locate potential sources yellow pages, chamber of commerce, trade publications, web site searches, librarian assistance. See grants lists in following section for information on where to look for grants
- find out their purpose, goals and restrictions to ensure you can offer something they will want to be involved with. Keep this uppermost when selecting and soliciting potential benefactors.
- what can you offer the sponsor:
 - Advertising – newsletter, events, poster
 - Recognition in publication, at site, at event
 - Publicity materials about what they contributed to:
 - Articles
 - Display Board
 - Leaflet
 - Poster
 - Radio/tv publicity



Workshops with Fee

- differentiated fee for landowners, government, industry professionals, non-profits
- local or consider wider audience
- soils evaluations (EPA certification - Plymouth County CD, MA)
- wildlife attracting/management
- native plant/xeriscape/home landscaping
- defensible space for fire
- managing horse property/small acreage
- erosion control (for industry professionals)
- renewable energy
- composting
- gardening
- range management



Bequest Program

Special Events:

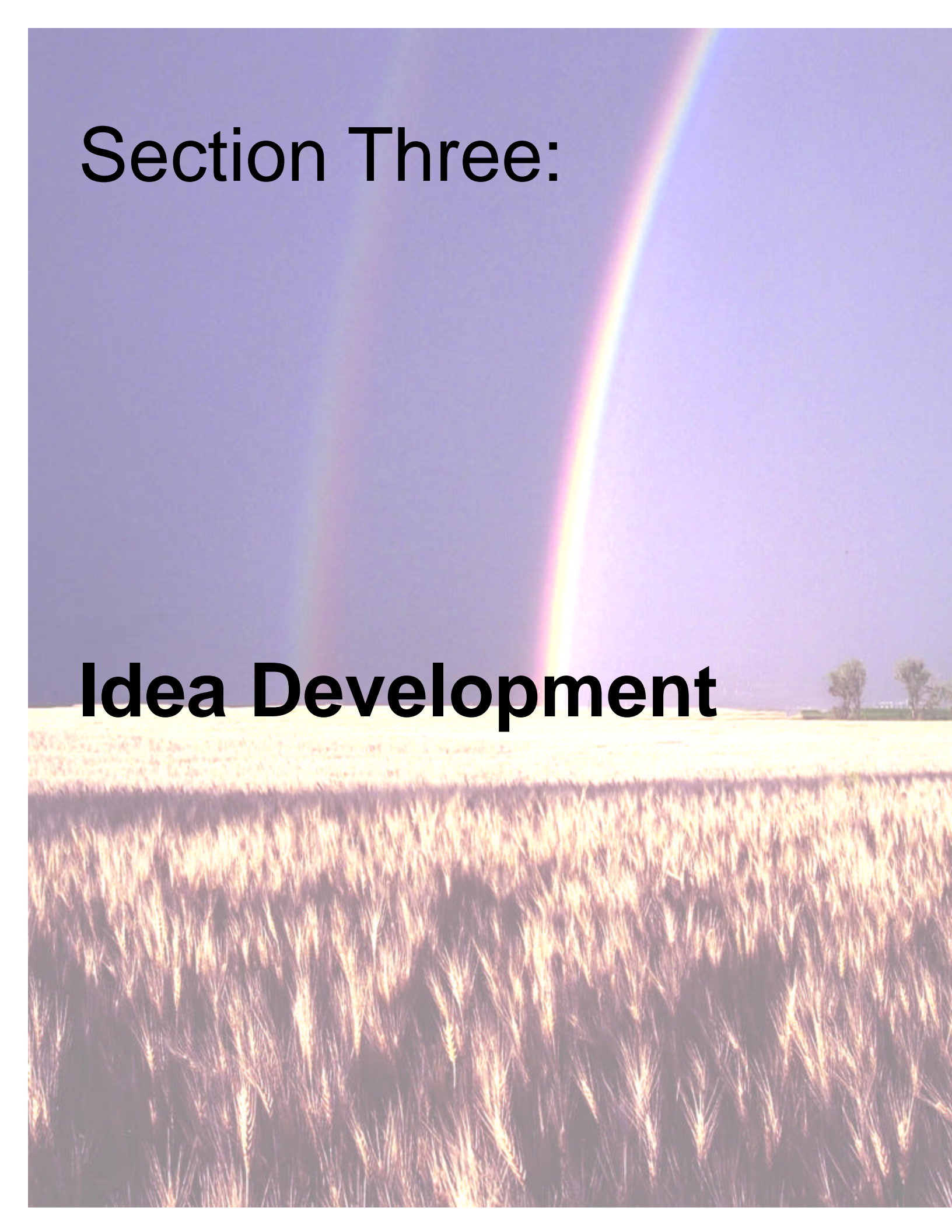
- BBQ / breakfast / picnic / coffee morning
- celebrity or themed dinner/harvest dinner/fish fry
- wine or beer tasting/specialty or local food tasting
- games/quiz night
- music/dance/karaoke night
- hunting, fishing, birding, wildlife watching or hiking trips and membership clubs
- raffles/auctions/competitions: alone or combine with event
- sponsored events – pheasant shoot/bike ride/sports event/clay pigeon shoot/tree planting/weed pull
- local history presentation
- trips to interesting locations – day/evening/weekend
- treasure hunt
- restaurant –to –restaurant or house-to-house dinner tour/series
- auction items made by local children – combine with children’s contest for items

On-Going Competitions

- selling tickets for raffle
- “Guess the beans in the jar”/”Weight of the steer picture” etc. at local businesses for \$1/chance

“Wish-List “ Printout

- District and partner newsletters
- local paper
- public notice boards
- District and partner web sites

A vibrant rainbow arches across a clear blue sky, its colors transitioning from red on the left to violet on the right. Below the rainbow, a vast field of golden wheat stretches to the horizon, with individual stalks clearly visible in the foreground. The scene is bright and clear, suggesting a sunny day after a rain shower. The text 'Section Three: Idea Development' is overlaid on the image in a bold, black, sans-serif font.

Section Three:

Idea Development

The following Sections contain outline information on some of the fundraising ideas put forward in the "Fundraising Ideas" brainstorming list. In each section there will be pointers on further resources for that idea. However, below are some useful general fundraising resources that cover multiple fundraising topics.

Colorado Association of Conservation Districts and Colorado State Conservation Board

Can help you **develop ideas and contacts with other conservation districts** who have expertise or experience in certain fundraising efforts. The State Conservation Board can assist in arranging elections for **mil levies and de-taboring**.

Colorado Association of Conservation Districts: www.cacd.us

Tel: 970 248 0070

Colorado State Conservation Board: <http://www.ag.state.co.us/CSD/CSDhome.html>

Tel: 303 239 4112

National Association of Conservation Districts

Free or low-priced web-based and printed material to help with fundraising and district promotion

www.nacdnet.org

Tel. Publications: 800 825 5547 ext 32

"Trees Are The Answer" – booklet on tree-based enterprises, opportunities to generate income and conservation district contacts to assist. Printed or web-based under the Forestry section of NACD web site

"More Dollars For Your District" – booklet on fundraising ideas and tips for conservation districts

"Workbook For Marketing Conservation Services" and **"Media Relations"** – two booklets to help conservation districts in raising their profile and building capacity

NACD web site lists conservation association/district web sites (or you can do your own search) – by visiting web sites you can find out what other districts are doing and contact them for advice on their enterprises.

Grassroots Fundraising Journal

Interesting **on-line resource** for ideas, tips, tools and Q&A interactive facility for grassroots fundraising.

<http://www.grassrootsfundraising.org/>

River Network Fundraising Guide

Tel: 503 241 3506 (Oregon), E-mail: info@rivernetwork.org : web: www.rivernetwork.org

River Network is an environmental non-profit that is directed at watershed organizations and has an excellent free **comprehensive on-line fundraising guide for fourteen fundraising strategies including bequests, membership drives, soliciting donations from various sources, grants, special events**. River Network also provides a watershed grants directory and publications on fundraising etc.

<http://www.rivernetwork.org/fundraisingguide/> (**on-line, printable fundraising guide**)

<http://www.rivernetwork.org> (**library page has resources**)

River Voices : Vol 14, Number 2 – 2004 "Keeping Your Group Fit For Life" – article on developing a sustainable organization.

River Fundraising Alert : Vol 5, Number 3 – Fall 1998 "Selling Social Change – How To Earn Money From Your Mission" – article on grassroots fundraising focused on earned income ventures.



Tax Income

Tax income is an excellent way to generate reliable (low risk) funds for unrestricted use. However, because of the need for an election they can initially be costly and risky to implement.

- *The bigger the district the more revenue can be generated but the costlier to educate electors and then carry out an election*
- *The less community visibility the district currently has the more extensive education of electors required*

Mill levies are the usual taxable income mechanism for districts in Colorado. The taxing authority held by districts is a one-half mill tax on real property within the district.

In 2005 the 10 districts who have mill levies raised from \$3,198 to \$304,105 in such levies for a total of \$28,552. The median level raised was \$29,278.

The county assessor can make an estimate of possible revenue from lands within the district. However, this may take quite some time— especially where district and county boundaries are different. Towns and cities - as they existed when the district was formed - are not part of the district but areas annexed into the municipality later are part of the district unless they were withdrawn by request.

A public hearing and special election are part of the process and such elections may be held in May of even-numbered years or any November.

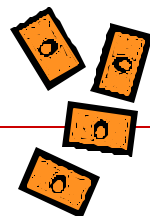
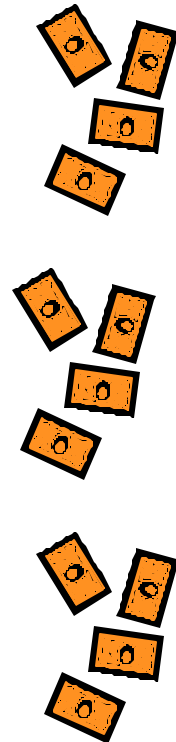
Publicity Educational Program

The need for a strong, well-executed educational program cannot be underestimated if a mill levy election is to have any chance of succeeding. The whole district board will need to be active in promoting the mill levy to the community and in mobilizing “yes” voters to the polls.

Depending on current district visibility, it may take several months or a couple of years to engage and generate sufficient community support through concentrated efforts. These efforts will be firstly to raise awareness of district activity and value and then to educate on the necessity for a mill levy and what it will mean to taxpayers.

Further Resources

- **D**istricts with tax income
- **Y**our green “Soil Conservation District Handbook” Section 2. pg 14 : “Mill Levy”
- **F**or further assistance with mill levy feasibility and elections: Colorado State Conservation Board: 303-239-4112



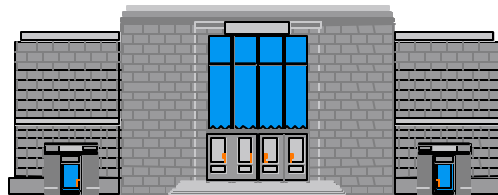
Buying Property

District-owned property can provide dependable long-term income. Lease rates can be negotiated for federal agencies in your building. There is excellent potential for long-term financial capital investment that can provide:

- *Affordable office space for the District itself.*
- *Income from space rental agreements or program activities.*
- *Asset development for future borrowing.*

Apart from all the usual concerns of raising collateral, identifying a suitable structure or land and finding a lender, some other issues to consider are:

- **If you are going to rent out space** - what is the local demand for renting space, is your space of the right type and the right location, how much rent or usage fee could you charge?
- **Have you developed a business plan** for the building that reflects acquisition costs, maintenance, utilities, insurance, renovation costs, “empty” time of rented spaces?
- **Who will manage the building** in terms of mortgage, tenant agreements and physical care?
- **How does your building fit in with long term plans** – will there be critical renovations required? Will you want to expand? When will it be paid off?
- **Have you consulted with people** who have the expertise to evaluate your business plan, identify a suitable building/land, make a realistic risk assessment of your proposal?



Further Resources:

Districts who have purchased their own buildings

Local economic development organizations

Legal professionals

Lenders

Realtors

Small Business Development Centers (partnership of the State of Colorado, the US Small Business Association and local development organizations)

<http://www.advancecolorado.com/small-business/index.cfm>

County Sponsorship

Counties throughout the United States have had some strong partnerships with districts because districts are able to provide services that help counties carry out their duties.

Sponsorship is usually more easily obtained by offering “project” opportunities, but because of their close local links and goals, counties will sometimes sponsor district operational costs. Sometimes they will even employ district managers as county employees. Rather than request funds from for a certain project, districts might develop a more entwined relationship with counties –modeled more on the kind of relationship that they have with the NRCS.

This does not mean that a district can expect a county to sponsor them without identifying concrete reasons why they should do so. In fact, they would need to demonstrate explicit ways in which the county benefits from the district presence. This might mean carrying out work in conjunction with county priorities or sub-contracting for county services. At the very least it would mean identifying and quantifying specific benefits.

Nor does it mean districts can be complacent about being accountable for how county funds are spent. Just because the county signs an agreement to work with a district it does not mean they are obliged to keep funding them. When counties are in a funding squeeze and the District is threatened with loss of funding, belated backtracking on the importance of past funding is too late for showing very credible appreciation or respect for county funds!

I t may take years to develop a strong enough relationship with the County that they would consider “operations sponsorship” and you may have to strategically build that strength in piece-by-piece:

- Look at the following list to get ideas or identify where you can/are assisting the county.
- Really get to know your county officials and staff and find out what their priorities, vision and challenges are. Find ways to help them with mutual priorities.
- Find ways to partner with the county.
- Let your county know what you are doing for them and their constituents – find ways for their constituents to realize and relay the value of the district back to the county.
- To engage the county, focus first on “What’s In It For Them” rather than “What’s In It For Us”.

COUNTY FUNDING:

In 2004 \$131K was distributed to 19 Conservation Districts in Colorado

Reasons for the county to support your conservation district financially:

1. Benefits and services provided to their constituents - individual landowners.
2. Soil survey information:
 - a. Interpretations for planning
 - b. County assessments
 - c. In construction of structures and highways
 - d. Identification and installation of drainage ways
3. Preventing floods can save dollars spent on flood control and water supply problems.
4. Cooperative agreement with assisting agencies brings state and federal tax dollars and service back to the county.
5. Conservation easements keep land in productive agriculture - providing quality-of-life benefit throughout the county.
6. Irrigation water management programs maintain adequate water supply for agriculture and urban population.
7. Water quality programs protect drinking water supplies for every resident in county.
8. Wildlife habitat programs bring hunters who spend money at local county businesses.
9. Provide expertise and information for land use decisions made at level of actual landowners.
10. Provide vital comments on proposed subdivisions to prevent future problems for county.
11. Make recommendations on mined land reclamation plans emphasizing noxious weed management and locally adapted grass seed mixtures.
12. Information/education programs for youth in schools on development of a natural resource stewardship ethic
13. Participation and major support for the noxious weed management plan for the county
14. Assist in the resolution of dust blowing complaints reported to the county commissioners.
15. Maintenance of flood control structures protecting the citizens of the county from damage and loss of human life.
16. Sponsorship of programs such as Emergency Watershed Protection (EWP) to address disasters resulting from floods and wildfires providing financial and technical assistance to landowners.
17. Assist county in addressing water and air pollution concerns arising from animal feeding operations.
18. Close cooperation with CSU Cooperative Extension to provide natural resource information to general public.
19. Protecting soils from erosion saves county government funds otherwise spent on cleaning out ditches.
20. Flood prevention structures reduce damage to roads and other public facilities. They can also reduce the size of a bridge needed in a particular area.
21. Conservation achievements contribute to county goals for environmental quality and economic growth.
22. District and federal personnel salaries contribute to the local economy
23. The added value of properly - managed properties maintain the local tax-base and help build a prosperous community.
24. Volunteer time in district work (including time spent by district board) makes all these district programs available at a low cost.
25. *What else do YOU do??*

EXAMPLE of Approach To County Commissioners For Funding

This supposes that the district has already done some homework to identify what their county commissioners do and what is important and urgent to them so that they can tailor their approach as effectively as possible. It may follow longstanding relationships of mutual understanding or the district may have been working on educating the commissioners on the work of the district in the community.

Members of the district board may request time at a commissioner meeting, or a special meeting, to put forward their request for funding. This could involve a 10 minute presentation with time for questions and then leave the commissioners with a brief Fact Sheet – such as the one below – and a timeframe in which to expect a response. If appropriate, other people could be part of the presentation – maybe a landowner who is supporting the proposal – but three people is about the optimal number for comfort. Or perhaps the district has collected letters etc in support of their proposal that they will submit copies of with the Fact Sheet.

FACT SHEET (ON DISTRICT LETTERHEAD OR OTHER SUITABLE PRESENTATION)

WHO IS THE “NAMED” CONSERVATION DISTRICT?

The “Named” Conservation District was organized under the Colorado Soil Conservation Act of 1937 (Colorado Revised Statutes 35-70-101 and following). The original District was established by a referendum held November 1, 1952. The certificate of organization was issued by the Colorado Secretary of State on August 20, 1954.

The District is located in “Named” County. The original District covered xxxxx acres. Due to four additions over the years involving xxxx acres, the total acreage is now up to xxxxxx..

The District is governed by a Board of Supervisors composed of five members elected by the landowners of the District. Those currently serving are: *Names of board members*
To focus the activities of the Conservation District, a five year long range program has been developed. Three priority natural resource conservation concerns have been identified in this planning document: (1) Land and water resource planning on highly erodible soils, (2) Wildlife resources and (3) Land treatment through planning and zoning.

WHAT DOES THE DISTRICT DO TO BENEFIT THE COUNTY?

(See list in “County Funding” on previous page for ideas)

WHAT IS THE REQUEST?

The 2002 Farm Bill (signed into law May 13, 2002) has produced more funding than ever before available for the farmers and ranchers of Colorado for natural resource conservation programs. But the actual delivery of these numerous conservation programs to landowners has been a challenge. To help address this concern, the Natural Resources Conservation Service (NRCS) provides funds to conservation districts for them to employ conservation technicians to assist in conservation program delivery to local landowners. These NRCS funds must be matched dollar-for-dollar by hard cash sources other than federal.

The “Named” Conservation District is requesting \$16,000 from “Named” County to be used as a match for the same amount of funds from the NRCS. These funds will be used by the District to continue employing a full-time conservation technician who will assist in the delivery of the 2002 Farm Bill programs to the landowners of “Named” County.

WHAT WILL THE DISTRICT CONSERVATION TECHNICIAN BE DOING?

The “Named” conservation districts have employed a technician for two years. This technician has worked with XX private landowners to help them carry out conservation practices on their land and benefit from \$xxx available through federal cost-share programs awarded in the districts. The technician has designed xx conservation plans for landowners on xx acres of land and last year he assisted with installing practices to increase efficiency by xx% in x irrigation systems, enabled sustainable grazing on xx acres through xx miles of fence installation, and increased the value of xx acres of land for wildlife. The technician has received considerable technical training and currently provides a highly skilled and knowledgeable service to the district and local landowners in protecting natural resources in our county.

HOW DOES THE POSITION BENEFIT THE COUNTY?

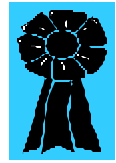
- Facilitate the distribution of around \$xx in federal funding to county landowners for 200X and directly bring \$XX of federal dollars into the county.
- Provide for improved grazing practices on rangeland within the county to reduce soil erosion, improve pasture resource condition for maintaining or improving land value, and improve livestock economic performance – estimate xx acres for 200X.
- Provide for improving existing irrigation system efficiency by an average of x% and so maximize the productive use of available water resources for growing high-value agricultural crops – estimated water savings x% in 200X.
- Provide for Improving wildlife habitat potential in the county – including for economic game species and at-risk species – estimated acres in 200X.
- Assist local landowners with their land use concerns and provide advice to address or prevent problems in water quality, soil erosion, weeds – so protecting the land values in the county and avoiding regulatory transgressions – estimate contact X landowners in 200X
- Provision of a skilled local job, with quality training provided by the federal government.

PROGRESS REPORT WILL BE GIVEN TO “Named” COUNTY IN OCTOBER OF EACH YEAR (in time for next round of county funding decisions).

Contact for Questions or More Information:

XXXXXXX

Membership Programs



It may take effort to design and maintain a membership program but an actively managed program can offer a regular “average” annual income based on renewing, leaving and new membership. These funds are totally unrestricted and can be used for any district needs.

A Successful Membership Program:

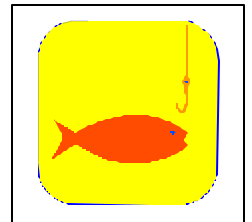
- **Enthusiastically** tells people why they would want to join – what has the District already achieved and what are their plans for the future?
- **Makes it easy** for people to join and gives them enough but not overwhelming information to make their choice.
- **Includes organized timely “drives”** to increase and maintain membership – set goals and tell people through publicity (posters, newsletter, mailings, press releases) that the drive is underway. Tell people what the goals are and when they are achieved.
- **Uses a membership database** for targeting renewals and lapses.

Membership Program Effectiveness May Be Improved by:

- **Targeting different membership groups** at different rates – individuals, family, business, groups, educational, politicians, community leaders.
- **Having “voluntary level”** donation option.
- **The type of benefits membership levels offer** – small gift, clothing, bumper sticker, dinner(s) at Annual Meeting, newsletter or event advertising space, invitation or discounts to events, purchases/service discounts or vouchers (District, partners or by local vendors), benefits for new (or if they sign-up a new) member, recognition at events, in newspaper announcement (perhaps press release at end of drive) or in newsletter, certificate of appreciation for business to display, newsletter subscription.
- **Encouraging people to “act now”** by a benefit for early sign-up .
- **Designing “reminders” into the process:** e.g plan membership mailer a few weeks before a big district event so you can “remind” about membership drive at the event.

Fishing For Membership:

- **D**irect Mail -(see section on Direct Mail for more information)
- **P**hone solicitation
- **F**lyers, posters in public or business locations
- **A**t events – District and partners (good opportunity to provide inexpensive gift items on sign-up)
- **I**n Newsletter or/and on web site
- **P**ress releases and radio announcements



Further Resources:

- NACD materials – “More Dollars For Your District” and “Guide To Direct Mail”
- NACD “Fundraising Kit” (form letter, envelope/return envelope: \$182 per 1000 without postage/addressing)
- River Advocates Fundraising Guide – See front page of this section

District
Seal/Logo

Givusyamuni Conservation District

Contact info: web site

Board Members

John Jones
President

Jane Smith
Vice-president

Mary Coin
Treasurer/Secretary

Bill Lamb
Richard Bacon
Angela Steer
Steven Dipstick

Jack Daniels
CSU Ex-officio

Staff

Dirk Dirt
Manager

June Bug
Technician/Education
Specialist

Simple
Graphic of
something

Dear Fellow Community Member

The drought of the last four years has hit our community hard and the protection of our natural resources has become an increasingly crucial commitment.

The Givusyamuni Conservation District has been working tirelessly over the last 30 years to help our community to meet this challenge – never more importantly than now. The drought, faltering rural incomes and outside threats to our land and water have strengthened the Givusyamuni District's resolve to do even more to protect natural resources for the benefit of our community today and for our children tomorrow.

In the last year the Givusyamuni District held workshops to help our newest community members understand how to take good care of the land and to show how to encourage wildlife on farmland and in backyards. The District helped over forty landowners secure \$280,000 in federal and other funds to install practices on their land to protect our natural resources. The District also held an "Outside the Classroom" day, when 80 schoolchildren toured our community to show what can be done locally to take care of the soil, water and wildlife and improve our environment. The District also convened stakeholder groups to guide decisions on how best to manage our local natural resources together for the benefit of everyone in our community.

In the future the Givusyamuni District would like to do more for our community. In particular we would like to initiate a project to improve the water quality and wildlife habitat along the Gnoflo River in Yamuni County, and purchase a small parcel of land to develop as a permanent "outdoor classroom" for educational use.

The Givusyamuni District has lost 20% of it's funding due to state budget cuts and so we are turning directly to you, our community members, to help us continue protecting the natural resources we all depend on. Please consider joining us as a member – and receiving member benefits – or of making a donation, however small. We, the volunteer members of the Givusyamuni District Board, invite you to help us take care of the land, water and wildlife that sustains our community and is our children's legacy.

Sincerely and with thanks

The Givusyamuni Board of Directors.

Mission Statement: "To be community leaders in facilitating wise stewardship of natural resources"

Givusyamuni Conservation District 2006 Membership Application

This is the Givusyamuni District's very first membership drive!! To celebrate, we are offering the first 20 memberships a free "Birds in Your Backyard" packet worth \$25. The packet includes a bird feeder, a 2lb bag of bird seed, a booklet on attracting birds and a packet of native plant seeds formulated to attract seed-eating birds. We would like to thank our sponsor for this special offer - Joe and Nell Hammer of

"Hammer and Nells" Hardware" of Main Street, Neartown

Annual Membership Levels:

Individual	\$25		
Family	\$40		
Patron	\$100		
Benefactor	\$200		
Business	Silver \$100	Gold	\$500
Group/Educational	Silver \$100	Gold	\$250

Other Donation – any amount welcome! \$ _____

Member Benefits

All memberships/donations

Quarterly Newsletter Mailing

All memberships:

One dinner at District Annual Meeting

Packet of native plant seeds

Potential additional benefits (discounts etc) as announced in newsletters

Other benefits for each category:

Family – Two dinners at District Annual Meeting

Patron – Two dinners at District Annual Meeting, appreciation letter and mention in newsletter, 10% discount for District fee workshops/events

Benefactor – As Patron plus \$30 certificate for purchases at District annual tree and shrub sale, grass sales or District tree-planting equipment rental

Business – **Silver:** Two dinners at District Annual Meeting, certificate of appreciation, 2" x 4" advertising space in each newsletter and mention at Annual Meeting

Gold: Four dinners at District Annual Meeting, certificate of appreciation, ¼ page advertising space in each newsletter and mention at AGM

Groups/Educational – **Silver:** Two dinners at District Annual Meeting, 10% discount for District fee workshops/events/purchases

Please detach and send with your membership/donation – and Thank You!

Name: _____

Address: _____

Telephone: _____ E-Mail _____

Membership Level: _____ Amount Enclosed: _____

More Information About The Givusyamuni Conservation District.....

Thank you for your consideration of becoming a member or making a donation to the Givusyamuni Conservation District. Here is a little more information about the District and its work in your community

The Givusyamuni Conservation District covers all of Yamuni County and parts of Givus and Joinus counties. It provides educational, funding and technical assistance to all community members in wisely managing their natural resources. –water, soil, wildlife and air. The District is governed by an elected board of volunteer community members who direct the two staff members in carrying out the programs of the District.

GRAPHIC



Some of the past and present District Activities are:

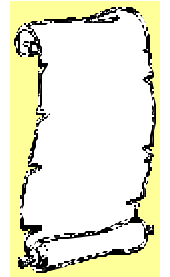
- In-house and field based educational programs in land, water and wildlife management for local schools
- Helping landowners secure funds and assistance to help conserve and wisely manage their natural resources - \$1.3 million for 150 landowners in the last 3 years
- Community outreach programs on topics such as; forestry, wildlife, crop irrigation management, household water conservation, weed control, horse pasture management
- Sponsorship of two local teachers and a local high school student to take part in conservation education programs – 3-day Teachers Workshop and 5-day Camp Rocky.
- Provides a voice for our local community in local, watershed and statewide meetings about natural resource issues– including the allocation of government funding (\$16 million statewide in 2003). Community input gathered on a twice-yearly basis through public stakeholder meetings organized by the District.
- Works with Yamuni County to administer a noxious weed control program – providing matching grants to landowners (\$10,000 in 2003)
- Sponsored development of the nature trail along the Gnoflow River in the town of Hid
- Worked with Pheasants Forever to establish 2 public walk-in hunter programs in the District
- Worked with DOT to seed 25 miles of roadsides with native grasses and wildflowers alongside Hwy 111 near Hullabaloo State Park
- Advised the Dicky Dirt company on the best management plan for land donated as conservation easement and situated adjacent to Hid Community College

Providing a Service

Offering services is another good way for the District to independently raise funds that can be used for any purpose. Paid services can both serve the purpose of meeting conservation goals in the District and raise funds to do this, or create additional income to help the District in other financial ways.



There is always some kind of “service agreement” either implied or through a formal written contract. For instance, a District technician spraying a patch of weeds for a landowner may involve a verbal quote and a receipt. A District providing a weed control program to a county may involve a 30 page written contract. In both cases the District is expected to provide a competent, timely and safe service for an agreed fee – whether this is written out or not. When you offer any service consider how formal the agreement needs to be and what liability insurance you need



What Service?

- **A**re you already providing a free service for which you could charge?
- **W**hat are the factors that could indicate a need – lack of current service, expensive, difficult or inconvenient to do oneself, unpopular job, special expertise, seasonal or occasional demand, community segment that prefers to contract work.
- **H**ow much would people pay for the service?
- **D**oes the District have or could train/recruit or sub-contract the expertise?
- **H**ow well do you understand the service – potential problems or risk factors, key profitability factors, hidden costs etc.
- **D**o a cost-benefit analysis to determine break even point and when profit begins.
- **D**o you need legal help to draw up a contract?
- **E**nsure you don't negatively affect local businesses.

Who Needs the Service?

- **W**ho would use this service and why would they choose to do so or not?
- **H**ow else could they get the job done other than hiring the District?
- **W**hat can the District offer to solve individuals or organizations problems or to meet their goals?
- **C**an the District work with partners to provide a more total or attractive service package?
- **H**ow big a market do you need – could a service be more feasible if offered across more than one District (through partnering or simple agreement to make available)?
- **H**ow will you market your service to those who may need it?
- **I**f you are bidding or applying for a contract – follow the offerers' procedures and timelines exactly.

Further Resources:

Potential Customers (find out what they want)
Legal and business advisors
Other Districts or entities that have contractual service agreements – especially similar type

Contract Considerations:

For all but the very simplest of contracts it is wise to get legal assistance. What follows are *some* of the factors that might go into a contract.....

- **Exact descriptions of what constitutes the service** – type of work , remuneration, fees, hours, tasks achieved or whatever measures are deemed suitable
- **A measurement of what is to be achieved** – hours, standards, response time, timelines
- **Specific items excluded from the contract**
- **Who is responsible for liability insurance** and to what level
- **Start and expiration date** of contract
- **What happens if a party is in breach** of contract
- **Circumstances in which contract may be terminated**
- **Who may terminate the contract**, in what way, within what timeframe, consequences to both parties
- **Whether sub-contracting** is allowed
- **How payments** are to be made
- **Who is managing the contract** for both parties and their contact details
- **Any specifications for reporting progress**
- **Procedure for amending contract**
- **Signing authority** for the contract
- **Liability disclaimers** (this does not mean you do not need liability insurance or that you cannot be claimed against for negligence or lack of statutory responsibility)



Equipment Rental Program

Equipment rental can provide regular, flexible income for a District. However, the District must have a plan and resources for taking care of the equipment managing the program and covering liability risk.

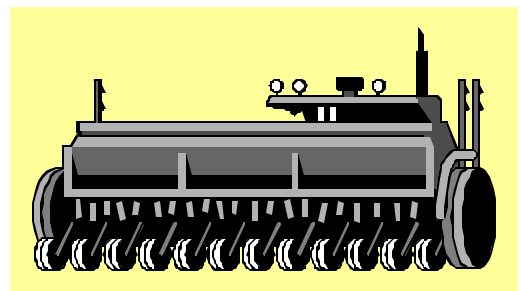


General Considerations:

- **What are the factors that could indicate a need** – lack of current service, expensive equipment, seasonal or occasional demand?
- **Who are the people who might rent this equipment** –landowners, cities, counties, sub-contractors?
- **How much for and how often could you rent the equipment out?**
- **How much does the equipment cost to buy and maintain** – could the equipment be donated?
- **How big a market do you need** – could it be more feasible if offered across more than one District (through partnering or simple agreement to make available)?
- **How well do you understand the equipment** – potential problems or risk factors, ease of operation, robustness, cost of repairs, life span maintenance requirements?
- **Do a cost-benefit analysis** to determine break even point and when profit begins.
- **Do you need to provide training** and/or a liability disclaimer – what is the District liability for damages/injury and what insurance is needed?
- **How will you advertise** your equipment to those who may rent it?
- **Ensure local businesses** are not significantly negatively impacted.

Running The Program:

- **Who will manage the program** and who will maintain the equipment?
- **How will payment be made** – what kind of deposit?
- **Do you need a hire agreement** – length of hire and any penalties for late return, maintenance during use, liability responsibility for damage to equipment, self, others or property, “condition at rental” inspection, breakdown procedure, fuel or other consumables purchase?
- **Where will the equipment** be kept?



Further Resources:

Potential Customers – what is the market demand
Equipment sellers/donators
Legal and business advisors
Other Districts or entities that have similar rental programs



Sales Program



A sales program can take some organization and effort to plan and implement but is a potential steady income available for any use. It can also help meet a District community conservation goal depending on what kinds of items are being sold.

Who Are Your Customers?

- What is there a potential need or desire for and what is the real demand? – ask potential customers.
- Is the item a one-off luxury purchase, a regular luxury purchase, a necessity purchase? - how will this affect demand
- Are potential customers your community, your organization links, your region, Colorado, the USA, the world?
- Ensure you are not negatively impacting local businesses.

You cannot sell anything except what someone will buy at a price they will pay!



Can you add value to the sale or goods?

- group plants, seeds, etc.
- add literature, advice, or a service (delivery, planting)
- create a “package” – spring bulbs mix, bird feeding package, xeriscape package, Mothers Day package
- special offers on other sales



Can You Provide The Goods In Demand?

- At what price can you procure the goods and how reliable is the supplier?
- What price will people pay for the goods - including taxes?
- What are the handling and shipping costs – for you to both buy and sell the goods?
- On what terms can you procure the goods – purchase, consignment, commission, affiliate sales – and how does this affect profit and risk?
- Do you need to store the goods – space and special conditions required?
- What are potential hidden costs – inventory purchase, return of unsold goods to wholesaler, advertising, web site maintenance, spoiled or damaged goods, unpaid bills?
- Who will manage the program – buy inventory, make sales and collect money, bookkeeping and taxes, advertising efforts, collect on unpaid bills?



Do a cost benefit analysis for each item and a business plan for the whole program.

How will you advertise to all your customers– ongoing or seasonal effort required? How much will this cost?



Where will you sell and how does each location affect profit and risk?

- The District office
- Neighborhood or partner offices
- At events – yours and others
- By mail order
- On-line

Make it easy to buy!

Further Resources:

Your potential customers – what do they want, what would they pay for it, what adds value to it

Other Districts and businesses with sales programs

Business and Sales advisors

Sales and Marketing literature

Web designers – for web-based sales

Colorado Business Guide

Colorado Department of Revenue for state sales license and tax collection: 1375 Sherman Street, Denver, CO 80216: Tel: 303 534 1208





What Is "Affiliated Sales"?



Affiliated sales is a way for a business ("merchant company") to sell products using another organization's web site (the "affiliate"). In return for providing a web site outlet to sell the goods, the affiliate receives a percentage of the merchant's sales income. An affiliate (such as the District) has an advertising window that if clicked on routes the visitor to the merchant's web site.

Affiliate selling can be low risk and simple – the web site window can be set up free-of-charge by the "merchant company" and no charge made for having it there. The merchant has the inventory, handles the sale and collects the money. Periodically a payment is sent to the affiliate (District) for the sales made from traffic from their web site. If no sales are made, the affiliate receives no payment and no costs are incurred other than use of web site space.

Affiliate selling can be unrewarding unless a decent volume of sales take place –this will depend on how well-matched the products are to the visitors to your web site, how much traffic you generate on your web site, and what efforts you make to "market" the sales opportunity - as well as on the quality and service offered by the merchant company.

Some merchant companies are notorious for not sending payment to their affiliates and some affiliates express concern that the merchant is not accurately capturing and reflecting sales made from their site. Most affiliates use "trial and error" to determine if an affiliation is working for them but the following are some important principles to consider.

- **C**onsistency with your web site visitor interests.
- **A**ctive promotion of the merchant by you on your web site – this increases the likelihood of a visitor making a sale once they go to the merchant's web site.
- **P**ay-per-click rather than by sales – surer way to make some money but requires more activity because rates of payment will be less.
- **P**ay – per-lead – affiliate paid when someone goes to merchant's web site and does something meaningful other than make a sale (fills in survey/ joins membership, requests brochure etc). Again, more likely to make some money but need more activity because payment less than for sales.
- **C**onsider the reward vs. lost benefit of someone leaving your web site to go to your merchant's site and perhaps not returning to your site (site design can help ensure link to your site is not "lost" when someone opens a merchant's link).

Further Resources:

www.webmastersreference.com/affiliates/affiliate_networks – information and links to various affiliate programs

www.withoutbricks.com : an affiliate program for nature products

.....
 : **Maximizing Web Site Traffic** – you can maximize the visibility of your web site by the
 : program language used in your web site design. By using key words and phrases you can
 : increase the likelihood of your web site being in the first few listings of a web search. For a
 : low fee, on-line organizations can help you identify what the best key words and phrases are
 : for your tag lines and site. E.g.: www.Wordtracker.com: www.linking101.com
 :

Selling Advertising Space

What Space?

- Newsletter ads
- District web site (also see “Affiliate Sales under Sales Programs)
- At events and meetings
- Within radio announcements or newspaper articles
- On district publicity materials
- On District property (buildings, equipment)

Be ready to describe to potential advertisers how many people of what area/group will see their advertisement and how often.

Will you cut any deals “First month \$xx second month half price!” to attract advertisers or do you have plenty of customers?

Would you trade advertising space for items other than cash?

How will you advertise the advertising – newsletter, flyers, personal approach to businesses?

Does the District have additional expertise to design (and charge for) ad design – or will you accept only “camera ready” material?

Further Resources:

- Find out what other Districts and local papers etc. charge for advertising.
- Discuss with your printer the submission format etc for advertising (usually a simple procedure).

Grants and Sponsorships

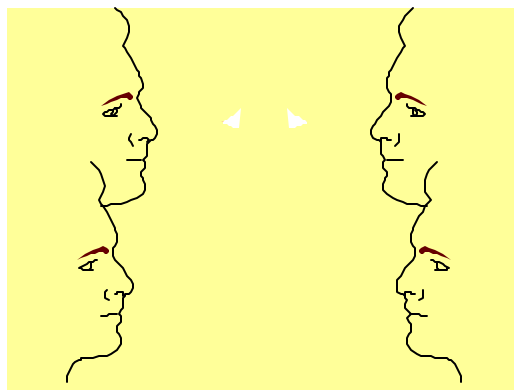
What's The Difference Between Grants and Sponsorships?

Grants are packages of funding for a specific amount and use defined by the grantor - generally advertised for entities to competitively apply for within a certain timeline.

Sponsorships are generally direct “cold” appeals by entities to a person or organization for funding or some other source of assistance. They may be specific to a project or program, or made on behalf of general assistance to the entity – such as an appeal to county commissioners to help fund a conservation district.

Why Are They Both Together In This Section?

Grants and sponsorships are included together in this section because they share the commonality of requiring persuasion for funding. There are differences – for example, grants require strict adherence to protocols; sponsorships require particular attention to relationship development – but in this section there is information specifically for each and information that applies to both.



Identifying Sponsorship Opportunities

What Are You Looking For:

- **M**oney or in-kind donation to obtain an item or service?
- **A** short-term or long-term objective?
- **S**pecific project (restricted) or general (unrestricted funding)?

Why Should Anyone Want To Give To You?

- **H**ow does your request benefit the goals, purpose, vision and activity of the potential sponsor and how urgent/important is it?
- **W**hat's in it for them – publicity, meeting their objectives, public relations, politics, benefiting their customers/constituents, solving their problem?
- **K**now why and specifically what you are asking for. How will their sponsorship contribute to projects and outcomes? How will it solve a problem or reach a goal they are interested in – this is the basis of your relationship with the sponsor.
- **H**ow will you demonstrate to your sponsor that you will do what you say you will with their funds? - can you give specific, measurable results reported to them by a given date?
- **I t may be** that your sponsor has customers/constituents of their own by whom they are influenced. By educating those customers as well as the sponsor themselves you add to the voices that may persuade your potential sponsor to support you. That is another reason why regular community publicity is so important.

Have an up-to-date general generic packet/fact sheet of information always available.

Customize or add to it to make a tailored approach to a sponsor, or use it for opportunities to inform about the work of the district. If possible, have NRCS publicity staff or another expert help you put together a professional packet. Keep it brief and simple. It might include:

- ***O**utline of the district – area covered history and purpose (mission statement?), extent of staff, customers served and who the board members are.*
- ***P**rograms/activities the district is engaged in – one or two major recent accomplishments*
- ***A**ny major future directions/plans for the district activities*
- ***P**artners who district has worked with*
- ***C**ontact information*

Build Relationships

- **M**ake the effort to understand the sponsor interests and viewpoint.
- **I**dentify if you can do something for a sponsor anyway – even if they are not giving to you right now. Look at their web-site/literature – find out what is important to them.
- **M**aintain relationships before, during, after and even without donations – don't ignore them unless they give you something. These are real people - future donations and how they portray you to other potential sponsors depends on the quality of current relationships.

SAY THANK YOU often and formally – for money, materials, expertise or just the time of day to present your request.

ASK PARTNERS about other opportunities through their organizations or other contacts.

USE GOOD MANNERS – it is the way you demonstrate appreciation for your partners and goes a long way in maintaining relationships.

Developing Proposals for Grantors or Sponsors

If you are approaching a local business to ask for sponsorship or applying for a foundation grant the amount of time and effort may be different but many of the basic principles and processes may be similar.

Be Ready!

- Opportunities may be fleeting - have a plan or project ready to go – not a vague idea.
- **K**eeep files of current and proposed District programs and projects so that you are mindful of district needs and ready to develop or recognize opportunities. These files could be based and updated from your annual and long-range plans.
- **K**eeep a general packet of information from which you can tailor for solicitations and use for general District publicity opportunities too!
- **H**ave a regular systematic approach to searching for grants and maintaining potential sponsor relationships.

Be Effective!

- **Generate personal contacts**/visits to find out what is really important to them.
- **Use persuasive language** – you're selling an idea or proposal, not writing a manual.
- **Keep language and materials simple** so that anyone can grasp the message – your initial contact may not be the only one reading the material or making the decisions.
- **Use specific language** that the sponsor can visualize exactly what you plan to do – not “we will gather information on improved water savings” – but “To evaluate water savings we will measure water flow losses before the project begins, and immediately and one month after project completion”.
- **You may have an initial contact**, and “champion” within a potential sponsors organization but also **make sure you know who will be making the sponsorship decision** and ensure you make your appeal to them – without their buy-in you cannot succeed.
- **Be truthful** – you may be signing a contract based on the proposal you put forward and you will ruin your future funding opportunities if you fail to deliver on promises.
- **Describe how you will inform the sponsor** of how their donation is being used – demonstrate a willingness for accountability through reports and site visits.
- **Collaborate with others** – sponsors often see fund leveraging as larger return for their investment and partnerships as demonstration of confidence in the project.

Propose It!

Typically a full-blown proposal follows the following kind of outline but even a casual proposal can use the same format effectively to enthuse and inspire confidence

Executive Summary (1 page) : the problem, the solution, funding requirements, organization outline and it's capacity to carry out the proposal. The most crucial element for arousing interest in your proposal.

Statement of Need (2 pages) : what is the need, how does the project meet the need, how have others addressed it and why will your project succeed

Project Description (3 pages) : exactly how the project will be implemented

Budget (1 page): financial description of the project with explanatory notes

Organization Information (1 page): overview of the District – history, governance, primary activities partners, customers/audiences, and services

Conclusion (2 paragraphs): Summary of main points of proposal

Applying For Grants

Don't Waste Your Energy

Grant applications can be very competitive and time-consuming to research and apply for - focus your efforts by making sure you understand;

- **Interests for which the grant is being offered** (rural areas, children, water quality).
- **The purposes for which the grant is, or is not, being offered** (education, technical, capital items etc).
- **Who is eligible to receive the grant** - foundations often only give to non-profits but you may be able to utilize non-profits such as RC&D or CACD to receive funds
- **What kind of grant is being offered** - large or small cash amounts, materials, matching funds etc.
- **The application format, process, guidelines and deadlines** – follow them exactly! (use appendices beyond body page limits judiciously and only for stand-alone back-up data – they may even be ignored by assessors).
- **Many grantors list previous project awards** – look at them for themes/preferences.

Key Questions Grantors Are Often Wondering About

Once you have identified an appropriate source of funding you have to assure them that you are worthy of funding. Grantors – or sponsors - tend to be looking for certain types of information. They may ask directly for it or it may be implicit – in either case, it is worth bearing this in mind and weaving it into your responses:

- **What is the problem and proposed solution?**
- **How urgent or important** is the problem?
- **How is the entity going to use these funds towards a solution** for this problem?
- **How relevant is the problem/solution** to the purpose we are offering these funds?
- **How able/qualified is the entity** to provide the solution and how committed are they to the problem/solution (what have they done so far and with what result, are any other partners joining with them)?
- **How accountable is the entity** going to be with these funds – how specifically will they use the funds by when and how will we know when they have?
- **Why should we give funds** to this entity rather than someone else? (an overarching theme to bear in mind in answering the other questions)

Grant Writing Literature and Tutorials

There is an avalanche of information available on writing grants – grants sometimes include specific guidelines with their announcement. There are numerous fee-based courses on grant writing but also many free resources such as the following web-based information:

http://www.epa.gov/seahome/grants_disclaim.html : EPA grant writing tutorial

<http://www.uro.uidaho.edu/default.aspx?pid=32077> : series of PowerPoint screens from workshops on grant writing from University of Idaho

<http://www.mcf.org/mcf/grant/writing.htm> : “Writing a Successful Grant Proposal” by the Minnesota Council on Foundations

<http://www.grantproposal.com/> Articles and short tips from Grantproposal.com

http://www.proposalworks.com/articles_index.html : Articles by ProposalWorks.com

Grant Opportunity List (2005 data or as stated)

Please note that conservation districts are “*local state government*” entities. Grants offered to “non-profits” can sometimes be accessed by using a non-profit “pass through” body such as Resource Conservation and Development Councils (RC&Ds) or the Colorado Association of Conservation Districts (CACD)

* = direct federal funding (note: some state or other programs may be indirectly federally funded and you must check this if intending to use them to match federal dollars).

Government Conservation Funding In Colorado (Colorado Coalition of Land Trusts: CCLT)

Free, downloadable 97-page guide to federal and Colorado state conservation grants by agency. <http://www.cclt.org> : select “Funding Guide” from menu

Examples of grants listed in 2004 edition:

➤ **Conservation Easements**

Colorado Conservation Easement Tax Credit Program

Colorado Conservation Trust

Open Space Program

*Forest Legacy Program (for environmentally important forests threatened with conversion to non-forest use)

➤ **Wildlife/Wetlands/Riparian**

Cooperative Habitat Improvement Program (individual landowners)

Colorado Species Conservation Partnership (for listed or potential listing sp.)

Colorado Wetlands Program

Colorado Wildlife Conservation Grant Program (partnerships with private landowners for threatened or at-risk sp.)

Colorado Wildlife Heritage Foundation (projects that benefit wildlife)

*Bring Back The Natives Program (aquatic sp.)

*Five-Star Restoration Matching Grants Program (riparian/wetlands)

*General Matching Grants Program (fish and wildlife and their habitat)

*Native Plant Conservation Initiative

*Wetlands Program Development Grants (for pollution risks)

*Landowner Incentive Program (for listed, proposed, candidate or at-risk sp.)

*North American Wetlands Conservation Act Standard and Small Grants Program (wetlands for migratory sp.)

*Private Stewardship Grants Program (for listed, proposed, endangered, threatened or at-risk sp)

*Conservation Grants (USFW) (for/with state agencies with an agreement with Secretary of the Interior – for listed and at-risk sp.)

*Habitat Conservation Planning Assistance/Land Acquisition/Recovery Grants (for/with agencies with primary fish/wildlife responsibility)

Water Quality

*Consolidated Funding Process (for large integrated approaches for pollution control incorporating EPA program goals)

*Non-point Source Implementation Grants (319)

*Wetlands Program Development Grants



➤ **Forestry**

*Forest Land Enhancement Program (private non-industrial forestlands)

➤ **Multiple Resources**

*Matching Grants For Conservation on Private Lands Program (fish, wildlife, natural resource protection on private lands)

*Conservation Partnership Initiative (watershed or other environmentally sensitive area projects)

*Conservation Innovation Grants

*Transportation Enhancements Program (includes environmental mitigation of NPS pollution and wildlife habitat connectivity)

➤ **Miscellaneous**

State Historical Fund Grant Program

Conservation Trust Fund (public parks, open space and recreation)

Legacy Initiative Program (outdoor recreation, wildlife, open space)

*National Scenic Byways Program

GRANTS NOT CONTAINED in CCLT GUIDE

Wildlife

Lois Webster Fund (Audubon Society of Greater Denver)

\$5,000 for partnership efforts for non-game wildlife research and related education projects.

2005 deadline Jan 20th 2006: <http://www.denveraudubon.org/loiswebster.htm>

***Special Grants Program (National Fish and Wildlife Foundation)**

Offered periodically for programs with specific guidelines for fish and wildlife

<http://www.nfwf.org/programs.cfm>

***Fish and Wildlife Grants (USDA : NRCS)**

To develop, test, implement and transfer innovative solutions that benefit fish and wildlife. 2006:

\$1.7m nationally in awards of \$10,000 - \$200,000 with 50% cost-share of which up to half in-kind. Deadline April 27th. <http://www.grants.gov/search/search.do?mode=VIEW&opId=8643>

Colorado Youth Corps Association

Utilize USFW Wildlife Service Private Stewardship Grants to provide opportunity for youth work crews to work on private landowner projects (preferably already planned but requiring labor) to benefit ESA listed or proposed species, candidate, other at-risk or Nature Serve listed vulnerable or imperiled species. 2006 deadline January 4th for letter of intent: January 13th for project worksheet.

Jennifer Freeman, CO Youth Corp Association: 303 863 0602 or 303 863 0600

jfreeman@cyca.org : www.cyca.org

Colorado Wildlife Habitat Protection Program (CDOW)

Private landowner grants for habitat protection (easement emphasis) for game and at-risk species in defined geographical areas. State Habitat Stamp funds. 2006 : up to \$20million available: application period June 1 - July 31st. <http://www.wildlife.state.co.us>.

Ken Morgan, Private Lands Habitat Specialist: 303 291 7404



Wildlife Habitat Policy Research Program (National Council for Science and the Environment: Doris Duke Foundation)

Grants for wildlife conservation research based on natural and social sciences, including law, economics and planning. 2006: June/July deadline: \$25,000 - \$150,000 grants in annual awards: <http://ncseonline.org/WHPRP>: Christina Zarella, program co-ord: (202) 628 4311

Grazing Land

Grazing Lands Conservation Initiative (GLCI) Awards (USDA)

Natural Resource Conservation Service (NRCS) federal funds for general grazing practices on private land and for noxious weed control. Awarded generally through agreements with third parties but information on availability in Colorado available from the NRCS State Range Conservationist, Herman Garcia: Tel: 720-544-2814; e-mail herman.garcia@co.usda.gov. General information about the program available from web site www.glci.org

Forestry

****National Urban and Community Forestry Advisory Council Challenge Cost -Share Program (USDA)***

\$1,000,000 for urban and community forest projects with national or widespread significance. 2005 deadline Nov 1st 2005.

<http://treelink.org/nucfac/>

Forest Stewardship Program (CSFS)

Provides technical and planning assistance

Contact your local Colorado State Forest Service office

Insect and Disease Prevention and Suppression (CSFS)

Cost-share program for treatment and suppression of bark beetles

Contact your local Colorado State Forest Service office

Wild Land Urban Interface Grant Program (CSFS)

Max \$100,000 grants to address fuels reduction, wildfire restoration, and wild land urban interface education with priority for projects tying into CSFS approved Community Wildfire Protection Plans. Federally sourced. 2006 deadline September 2005.

<http://www.colostate.edu/Depts/CSFS/2006WUIGrants.htm>

****NACD Catalog of Selected Federal Grants and Assistance Supporting the National Fire Plan***

Available as hard copy from NACD or at <http://forestry.nacdnet.org/biomass/Funding/>. Includes district experiences and contacts and information on 50 grants, loans or assistance under the following categories:

Community wildfire protection: Wildfire fighting equipment: Revegetation after wildfire:

Hazardous fuels treatment: Hazardous fuels woody biomass use for energy or starting small business: Community development: Research and development and new information transfer.



CSFS Summary of Ago-Forestry Assistance Programs In Colorado

Scroll down to "Landowner Assistance Programs" for link to summary chart

<http://www.colostate.edu/Depts/CSFS/csfsmgmt.html>

Renewable Energy

****Biomass Development and Research Initiative (DOE and USDA)***

\$14,000,000 for grants from \$250,000 - \$2,000,000 for research, development or demonstration of biomass based products, bioenergy, biofuels and related products. 2006 deadline April 2006
<http://www.bioproducts-bioenergy.gov>

****NACD Catalog of Selected Federal Grants and Assistance Supporting The National Fire Plan:*** See under "Forestry" for hazardous fuels biomass

****2002 Farm Bill Renewable Energy Systems and Energy Efficiency Improvements Program (USDA Rural Development)***

25% cost-share grants and loans for farmers, ranchers and small rural businesses to purchase renewable energy systems or make energy efficiency improvements. Renewables purchase grants \$2,500 - \$500,000: energy efficiency grants \$1,500 - \$250,000.

<http://www.rurdev.usda.gov/rbs/farbill/apply.html>

Value-Added Producer Grants (USDA Rural Development)

\$ for \$ federal cost-share for planning and working capital for farm-based value-added agricultural products with ranking advantage for bioenergy (CO projects funded include biodiesel from potatoes and feasibility study for farmer-owned wind-energy cooperative). \$19.5m nationally in 2006. Deadline March 31st 2006

<http://www.rurdev.usda.gov/rbs/coops/vadg.htm>

Colorado Biomass Information Clearing House: Funding Sources

Links to government programs for biomass program funding in Colorado

<http://www.state.co.us/oemc/biomass/funding.html>

Handbook on Renewable Energy Financing For Rural Colorado (Governor's Office of Energy Management and Conservation)

Comprehensive on assessing economics of renewable energy projects in rural Colorado including information on available financial incentives. Available free on-line.

http://www.state.co.us/oemc/publications/handbook_rural_co.pdf



Water or Air Quality

****Regional Priorities Grant Program (EPA)***

\$2,291,000 in awards of \$10,000 - \$200,000 in seven program categories with purpose of addressing water or air quality issues in energy development, agriculture or on tribal lands. Program categories are : Total Maximum Daily Loads (TMDLs or 303d listed waters); Tribal Source Water Protection; Wetlands Program Development Grants; Source Reduction Assistance (Pollution Prevention); Strategic Agriculture Initiative (for environmentally sound pest management); Regional Geographic Initiative and Environmental Priorities Program (for areas identified as priority risk areas for human health or ecosystems). 2006 due date Dec 20th 2005.

http://www.epa.gov/region8/community_resources/grants/grants.html

****Environmental Education Grants (EPA)***

\$190,000 for small awards or up to \$50,000. To enhance knowledge and skills for decision making about environmental quality. 2006 due date Nov 23 2005.

<http://www.epa.gov/enviroed/grants.html>

****Targeted Watershed Grants Program (EPA)***

\$9,000,000 in grants typically \$600,000 - \$900,000 for watershed coalitions that encourage successful community-based approaches and management techniques to protect and restore the nation's waters.

<http://www.epa.gov/owow/watershed/initiative/>

****Non-Point Source Program Grants (Colorado Dept. Health and Environment)***

\$1,000,000 for Section 303d listed waters and \$100,000 for other waters for planning or implementation to reduce non-point source pollution. Eligible watersheds in both categories listed in application guidelines. \$580,000 for specific action items identified by the program or for outreach for on-the-ground water quality improvements. The CCLT free grants guide at the top of this grants list section also describes the implementation grants for this program. 2006 deadline Nov 15th 2005

<http://www.cdphs.state.co.us/wq/nps/grant.html>

Non-Point Source Outreach Grants (Colorado Dept. Health and Environment)

Small grants up to \$5,000 outside of the nps grant program for education, information exchange and hands-on efforts to citizens for reducing nps water pollution

<http://www.npscolorado.com/outreachgrant.htm>



Multiple Resources

Colorado Watershed Protection Fund (tax check-off funds)

Typically \$10,000 - \$18,000 Watershed group grants for collaborative efforts to restore/protect water, lands and other natural resources within a watershed. 2005 deadline April 30th 2005
<http://www.cowaterfund.org/cwfpGrant.asp#grantreqs>

****PL566 Small Watershed Protection Program (USDA-NRCS)***

Technical and financial support for local projects for flood protection of agricultural lands and rural infrastructure. Intermittent funding availability –contact your local NRCS office.

<http://www.co.nrcs.usda.gov/programs/small-watershed-program.htm>

****SARE Grants (USDA Sustainable Agriculture Research and Education (SARE))***

SARE offers a variety of grants to increase knowledge about sustainable agricultural practices and assist farmers and landowners in adopting them. Typically they include an “agricultural professional” or “scientist” (who may be an NRCS staff) working with producers. Grants are offered regionally and Colorado is in the western region.

<http://wsare.usu.edu/grants/> and <http://www.sare.org/>

Governor’s Office of Energy and Conservation

Various programs, particularly demonstration projects, for renewable energy and agricultural/rural prosperity projects that save energy and resources. Includes projects such as forest thinnings utilization, wind energy, animal waste utilization, precision irrigation, mortality composting, streamside restoration.

<http://www.state.co.us/oemc/>

Miscellaneous

****Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers (USDA FSA)***

\$3,000,000 with max \$300,000 grants for unique and innovative ways to help economic viability of underserved/limited resource farmers and ranchers through training, technical assistance, better farming practices, product marketing. 2006 deadline Dec 12th 2005.

<http://ocd1.USDA.gov/NOFA2.asp> for notices of funding and select keyword “jobs” then this grant.. Go to “See complete NOFA“ for more information – including state agency eligibility.



[General Grant Postings](#)

<http://www.crcamerica.org/grants%5Fguide/>

Community Resource Center's (CRC) Colorado Grants Guide": excellent easy –to-use guide to **all kinds of grants in Colorado**. Can be searched by area of interest, geographic area, type of grant , deadlines. Available on-line or hard copy for \$150 (2004) or in public libraries. CRC tel : 800 516 6284

www.fedgrants.gov : all current **federal grants by agency** ; for each agency “activity category” lists available grants and application instructions. You can register to receive e-mail notification of the types of grants you are interested in as they are released.

http://www.epa.gov/region8/community_resources/grants/grants.html: for **Environmental Protection Agency Grants in Colorado** (Region 8)

<http://www.epa.gov/owow/funding> : comprehensive web site for funding and other assistance available for **watershed-based projects**

<http://www.npscolorado.com> : information on grants and other assistance for addressing **non-point source pollution of water**

<http://cfpub.epa.gov/fedfund/> : **federal funding for watershed protection**

<http://forestry.nacdn.net/org/biomass/Funding/> : NACD Catalog of Selected **Federal Grants and Assistance Supporting The National Fire Plan**. Also available as hard copy from NACD.

www.safsf.org : Sustainable Agriculture and Food Systems Funders: has “Directory of Funders” of basically **non-profit funders with an interest in economically viable, environmentally sound and socially responsible food production**, processing, distribution and consumption. Is a sub-group of the Environmental Grantmakers Association

www.ega.org : Environmental Grantmakers Association guide to **basically non-profit funders with interest in environmental issues**

<http://www.co.nrcs.usda.gov/programs/index.html> : **For NRCS programs in Colorado**

<http://www.csrees.usda.gov/fo/funding.cfm> : *Cooperative State Research, Education and Extension Services Grants* .Varied **federal grants for agricultural/environmental research/education** but some may be suitable for conservation district collaboration :

<http://www.cclt.org> : *Government Conservation Funding In Colorado (Colorado Coalition of Land Trusts: CCLT)* – as described at the beginning of the grants list.

Present and Historical Funding Sources for Districts and Landowners

Program or grant availability may fluctuate. This is a list of mainly current (2005), recent sources of grants or partnerships for conservation districts in Colorado (those in italics are thought to be suspended at present). These are potential sources when researching a grant or partnership need.

FEDERAL (programs sometimes administered by state agencies)

Natural Resources Conservation Service (in-kind office and promotional support, technical assistance to landowners, landowner conservation practice cost-share and easement/rental programs, educational and innovation grants, emergency watershed protection funds – Farm Bill)

United States Fish and Wildlife Service (endangered species and wildlife habitat programs)

United States Environmental Protection Agency (educational and implementation grants for watershed and local level water quality protection, including AFOs/CAFOs)

National Fish and Wildlife Foundation (work with several partners for wildlife, fish, plant habitat programs)

Bureau of Reclamation (water quality/mining issues)

Resource Conservation and Development Offices (RC&D) (assist in locating or managing funding opportunities)

STATE (often also administer programs for federal agencies)

Colorado State Conservation Board (direct assistance grant, *conservation practice cost-share program*, technical assistance grant)

Colorado Association of Conservation Districts (*educational grants*, workshop assistance)

Colorado Water Quality Control Commission (educational and implementation grants for watershed and local level water quality protection, non point source pollution, including AFO/CAFOs)

Colorado Water Conservation Board (water quantity issues, revolving loans)

Colorado Division of Wildlife (technical assistance, land owner endangered species and wildlife habitat programs)

Department of Local Affairs (landowner energy efficiency and renewable energy cost share programs – Farm Bill, community growth planning)

Great Outdoors Colorado (recreational, public open space, wildlife, local government grants)

Colorado Department of Agriculture (weed control cost-share)

Colorado State Forest Service (forestry conservation cost-share and easement programs – including Farm Bill, forest health/restoration)

Colorado Watershed Association (tax check-off dollars for watershed protection planning and implementation grants)

Governors Office of Energy Management and Conservation (*wide-ranging energy-related projects for agricultural producers and rural communities*)

Colorado University Extension Offices (program support, grazing lands educational grant)

Colorado Department of Transportation (cost-share for living snow fences along highways)

LOCAL

County Commissioners

Weed Districts

Pheasants Forever

Quail Unlimited

Trout Unlimited

Local agricultural organizations

Local watershed organizations

Local businesses

Special Events



What Do You Want To Achieve?

- **Raise a small amount** of funds for a specific short-term purpose – such as to buy a new grass drill.
- **Raise a large amount** of funds for a specific long-term purpose – such as to buy a building
- **Generate a steady income** – to pay general office administration costs.
- **One event to pay for another** – a bar-b-que to enable a District to put on a soils testing workshop, which might pay for a

Do you therefore need:

- **A one-off event** to raise a smaller amount of funds - with the focus on raising funds.
- **Several one-off events** to raise a larger amount of funds- with the focus on raising funds.
- **Regular events** that generate income – some focus on raising funds, some on providing a service to the community .

General Considerations:

- **What kind of event are you planning** – presentation, workshop, training course, social? Why are people there – for interest, to have fun, to gain expertise?
- **Can you add value to the event** – raffles, optional purchase materials, meals, donation/membership opportunities, live auction item ?
- **What logistical items do you need** and what will they cost – materials, speakers/trainers, space, field transport, meals, drinks/snacks, accommodation, insurance, support staff?
- **Do a cost-benefit analysis** – how much will it cost to put on *and* promote the event vs how many people will attend and how much will they pay: Events can be high risk for the district.
- **What elements of the event could be sponsored?**
- **Will you need a minimum number** of committed attendees before you will hold the event – by when?
- **Will there be non-refundable deposit?**
- **How will you notify** people of cancellations?
- **How will you advertise** the event – newspaper/radio ads, posters, flyers, word-of-mouth, mailing list, at meetings (yours and partners)?



A smaller event typically takes 2-4 months of planning – a larger event takes 6 – 8 months.



Further Resources:

- Others who have organized similar events
- Potential partners in putting on the event
- Potential attendees (what is the interest level)

Make it Work – So That People Will Come To District Events Again!

- **Have a plan** and a coordinator to monitor it – who will organize what and by when – designate responsible person for planning stages, advertising and on the day.
- **Respect attendees' investment.** Stick to stated schedule and timeframe on the day.
- **Maintain comfortable environment** for attendees; temperature, beverages, breaks, facilities.
- **Consider a participants feedback form** to find out how your event was received.
- **Consider media coverage** – press release or more – as publicity for the District. Take photos!

EXAMPLE: Feedback Form for the Activity Day – Xeriscape Landscaping

*We hope you have enjoyed your day and have learned some valuable information while doing so. **Don't forget to pick up your 3 xeriscape plants of your choice before you leave today!** They are in the garage building behind this building.*

We would appreciate your feedback on today's activities so that we can improve our workshops and continue to provide the aspects you enjoy most. Please take a few minutes to fill out this form. We would appreciate it greatly and welcome your honest answers!

I was physically comfortable during the day
I was not physically comfortable during the day because -

The day was Very Interesting Interesting Not Very Interesting Boring
The day was Very Fun Fun Not Particularly Fun Not Fun at All

The materials provided were
Very Useful because _____
Useful _____
Not Useful because _____

The presenters were
Excellent because _____
Good because _____
Okay _____
Poor because _____
Very poor because _____

The best thing about the day was _____

The worst thing about the day was _____

The day was: Well worth the fee Worth the fee Not worth the fee

Based on today, I would/would not attend another Givusyamuni District event because _____

Thank you Very Much for Taking The Time To Fill Out This Form! Please return to:
Givusyamuni Conservation District, 1 Main Street, Thistown, AA 10000

Bequests

According to the non-profit organization River Network:

Bequest transactions are relatively simple and expert advice is easy to obtain if necessary.

Organization members are generally interested to find out how they could maximize a donation through a bequest and perhaps reap tax benefits for their loved ones. Mailings, brochures, newsletters and web sites can let them know that the district has a bequest program.

Bequest programs generally do not generate revenue for at least 5 – 7 years and income is unpredictable – not something you can include in budget projections. Yet a bequest may produce a financial windfall at a level that is not generally easy to come by and can be used to increase district reserves and financial strength.

Considerations:

- **Does** your district have sufficient vision to project that the district will be around a long time and to reap the rewards of a bequest program?
- **Can** you identify people who are passionate about the district (long-term co-operators, board members, staff – current and former in all cases)?
- **People** currently on low or fixed incomes may be pleased to bequest to the district as their way of being able to contribute
- **Can** the district commit to ongoing tracking and managing a bequest program?



Most Likely Potential Bequestors:

- **Over 65**
- **Frequent contributors** (amount not important)
- **Length of time** of involvement with district (min. 3yrs+)
- **Gender** (largest % are unmarried women or those who outlived husbands)

Further Resources

- **Organizations** with bequest programs (mainly non-profits)
- **River Network** Fundraising Guide (see front of chapter)

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